**HDSURFACE - COMPANY PROFILE**

To create emotions through the essence of matter, to give identity to spaces, to express new philosophies of home design. A real mission, which HDsurface has pursued from its birth in a unique path of research, experimentation, craftsmanship and creative freedom that have made HDsurface a **leading name on the market for the creation of indoor and outdoor continuous covering solutions.**

The organisation was founded in 1982 by Ruggero Caratti, Liliana Piozzini and Pierpaolo Smussi; driven by the desire to offer new solutions for contemporary home design, they successfully evolved fresh approaches and a complete range of innovative floor and wall coverings with low environmental impact.

A unique range of products with **outstanding performances, versatility and looks**, born from the desire to **experience the essence of materials such as cement, resins, metals or lava stones,** which give the surfaces of walls, floors and furnishings a unique tactile and visual beauty.

Drawing on profound experience and fired by love for the poetry of the different materials, HDsurface has created a range of tactile coverings that define every location through the expressive strength and emotional charge of matter, created and patented by a **team with a high degree of specialisation in mix compositions and applications,** working in the lab at the company’s headquarters at Gussago (Brescia, Italy), nerve centre of the HDsurface world.

By raising the bar of experimentation ever higher, the company has thus revolutionised the concept of covering, evolving a range of material surfaces with different looks and performances but all with **a pure, eco-friendly formula of water, earths and pigments**, an alchemy with infinite potentials, to generate an authentic, vibrant dialogue between man and space.

Material coverings with excellent performances such as **durability, elasticity, easy cleaning, and wear and scratch resistance,** that enable their use to cover floors, walls and furnishings both in the **home** and in large **public spaces** with heavy pedestrian traffic, and for application in the most critical contexts such as spas, swimming-pools and bathrooms to customise bathtubs and shower trays.

In its labs, HDsurface conducts ceaseless research into products, on the one hand testing and constantly improving their performances and on the other developing new looks to interpret contemporary trends.

Its seamless surfaces thus become the focus for **experimentation with matter**, with **leading-edge tactile and above all colour** characteristics. To meet the most widely varying needs, the company offers a vast, constantly evolving **range of colours** (created with the HDsurface natural earths) for each collection. Surfaces can thus be covered with different shades, from the palest, which multiply light, to neutral tones for spaces that will last over time, to warm, enticing dusty hues and to bright, unconventional colours.

Matter, textures and colours dialogue to define the movement of spaces, designing moods and cladding surfaces with a unique personality, bestowing an expressive, vibrant elegance on home interiors.

Thanks to a highly flexible production process and a team specialised in mix composition, HDsurface is a meticulous, reliable supplier able to **create products with bespoke colours, material and texture**. Offering expert advice in every phase, the company helps to give shape to the customer’s idea, transforming it into a finished product.

**Customisation** has always been a core value for HDsurface: ever since its birth, the brand has worked alongside businesses, architects and designers to evolve and develop bespoke solutions, tailored to individual needs.

A tailor-made approach that allows every covering to be fine-tuned to personal taste, ensuring that each item of furniture or interior is fresh and different.

With unparalleled technical performances, versatility and exquisite design, HDsurface surfaces are the ideal solution for use both in residential locations and in large public spaces subject to heavy pedestrian traffic.

With many years’ experience in the sector, HDsurface is an undisputed benchmark on the international market, a **design partner of excellence**, to meet all the customer’s specific requirements.

The care taken over every phase, from the project concept to the installation service by a team of skilled professionals and after-sales service, guarantees the quality of the service offered. **Prestige references** confirm HDsurface’s success in the various architectural segments, including hotels, restaurants and the corporate and residential worlds.

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